

World Wildlife Fund harnesses the power of Workday

Accenture deploys first-ever global Workday deployment including HR, payroll, finance, grants and adaptive planning to help preserve nature



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Call for change

Transforming and supporting future growth and impact for years to come

World Wildlife Fund's (WWF) panda logo is recognized across the globe as a symbol of the organization's unwavering commitment to conservation. For 60 years, WWF has led the way in preserving nature and reducing threats to the biodiversity of life on Earth, but its technology was no longer keeping pace with a growing need for funding and future donor support.

Juggling almost a dozen separate legacy systems meant that the workforce was sometimes spending up to a month just pulling essential financial and HR reports. It took time to collect information from the different systems—increasing the risk that data would be outdated by the time the final reports were produced. These inefficiencies were drawing resources away from the organization's core mission.

Non-governmental organizations (NGOs) need to be able to detail and report out on how contributions support their mission. Donor confidence can hinge on receiving these key insights promptly. Internal leadership also relies on this information to devise and execute organizational strategy. The challenge, then, was not deciding whether WWF should modernize, but rather finding a way to do so on a global scale without increasing complexity or seeing costs spiral out of hand.

WWF needed an integrated yet simple system to bring together human resources, accounting, reporting and grant management, giving staff more time for work that matters.



When tech meets human ingenuity

A tailored solution

WWF teamed up with Accenture to design a completely new, tailored solution leveraging Workday, the cloud-based financial management and human capital management platform. With extensive nonprofit and Workday experience, Accenture was a natural choice to lead this first-ever global HR, finance and grants deployment on Workday.

The project was designed to better connect WWF's pre-and post-award grant process, providing more visibility, rapid and meaningful insights and more defined process operations.

As WWF's deployment partner and program manager for the transformation, Accenture helped the organization manage scope, mitigate risks and achieve objectives.

The project also involved re-assessing grant operations and then tailoring a new structure and goals for the project to meet strategic objectives in a timely, efficient manner. We also helped to integrate two external partners of WWF into the workflow, standing in the gap to oversee the targeting and achievement of critical milestones.

The deployment delivered results in the context of three strategic WWF goals:

Efficiency:

- Access information anytime, anywhere
- Streamline system to improve team communications
- Reduce manual administrative work

Transparency:

- Better monitor and measure performance
- Improve process audit trails
- Increase visibility into global funding

Mission impact:

- Reduce administrative burdens
- Mitigate risks and costs
- Identify growth opportunities

The deployment addressed human capital management—including compensation, benefits, US payroll, absence management and time tracking. The project also added functionality to support core financials, spend management, revenue management and expenses management.

Accenture also supported data conversions and integrations as well as reporting and analytics. All of this was accomplished in short iterations that included regular testing to get reactions and feedback along the way.

We also provided the client team with guidance and support to equip them with deep Workday knowledge and help them adapt to the new system. Working closely with WWF, Accenture assisted in training and helped to ensure workers dedicated to the project understood the value of the efficiency achievements and how to communicate this value across the organization. This strategic approach raised awareness of the benefits and opportunities, fostering internal buy-in for the change.



A valuable difference

Enhanced transparency for amplified donor confidence

The solution has truly transformed how work happens at WWF and the organization can now manage the grant lifecycle from proposal through close-out in one integrated solution.

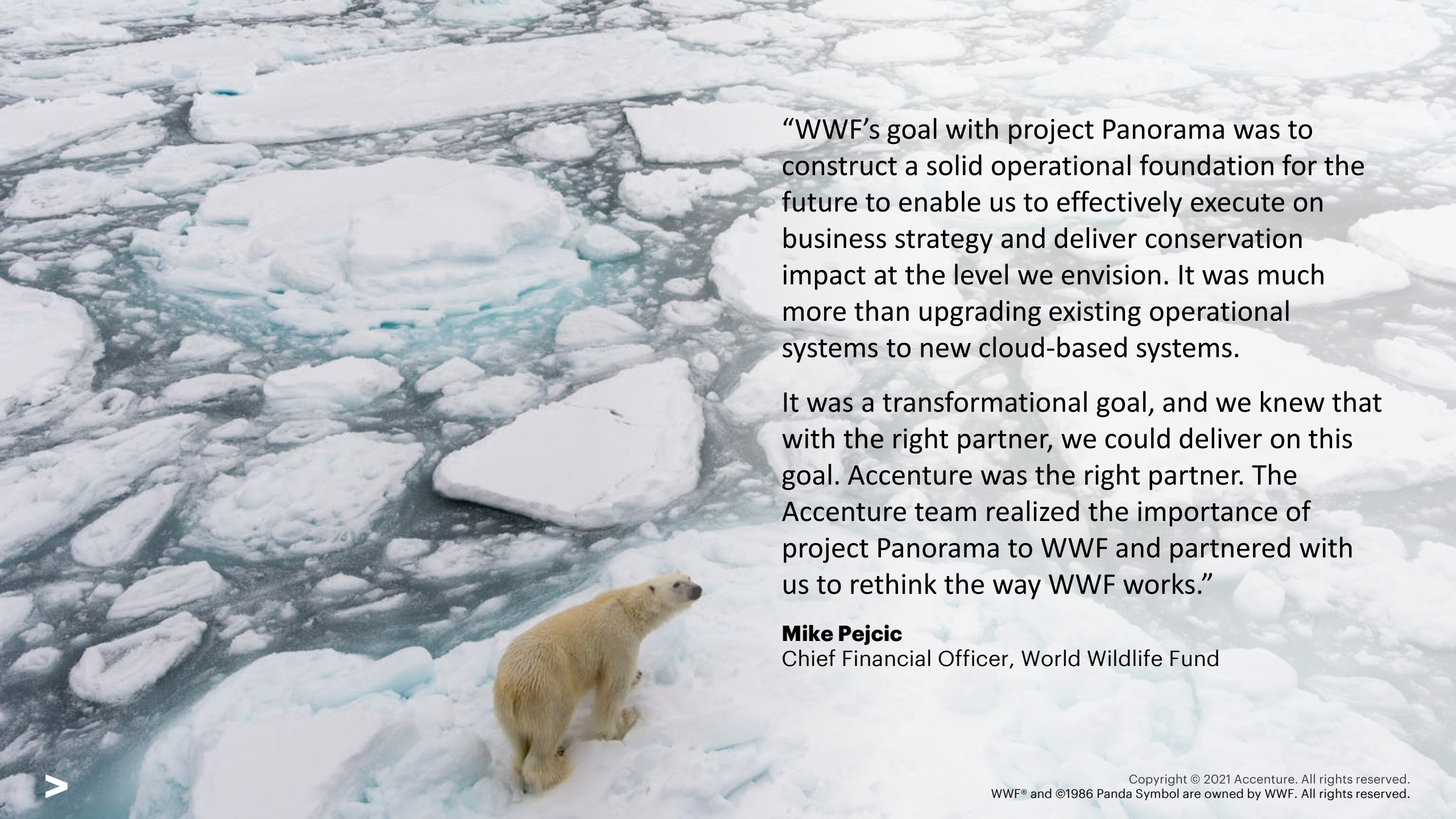
Eleven legacy systems were consolidated down to three cloud-based applications on the Workday platform. With this new global solution WWF can reap the benefits of shared systems, with intuitive self-service capabilities, and consistent best practices across all its offices. What's more, the simpler, more secure systems are serviced by regular updates that ensure up-to-date functionality.

Collecting and retrieving WWF's critical grant and operational data is far less labor-intensive and can be done anywhere, anytime, with any device...and with complete confidence in the comprehensiveness and real-time accuracy of the data. The real-world impacts of this transformation are already being felt on the ground: A worker can update her expense report from her phone while on-site in Peru. She can track different funding streams and report on historical and active funding to inform future requests and proposals. She can make and monitor sub-grant payments in real-time.

These outcomes mean funds can quickly be put to use to serve the organization's critical mission: to conserve nature and reduce the most pressing threats to the diversity of life on Earth. At the same time, enhanced transparency and efficiency amplifies donor confidence and improves WWF's ability to set and target strategic goals.

Ultimately, WWF's dedicated workers can now leverage real-time data to solve problems and optimize resources, so they have more time for work that matters. They are prepared to meet the future and to focus on preserving wildlife and wild places, [for nature, for people, forever.](#)



A polar bear is standing on a large, white ice floe in the foreground. The background is filled with numerous smaller ice floes of various sizes, creating a textured, icy landscape. The water between the floes is a deep blue color.

“WWF’s goal with project Panorama was to construct a solid operational foundation for the future to enable us to effectively execute on business strategy and deliver conservation impact at the level we envision. It was much more than upgrading existing operational systems to new cloud-based systems.

It was a transformational goal, and we knew that with the right partner, we could deliver on this goal. Accenture was the right partner. The Accenture team realized the importance of project Panorama to WWF and partnered with us to rethink the way WWF works.”

Mike Pejic

Chief Financial Officer, World Wildlife Fund

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